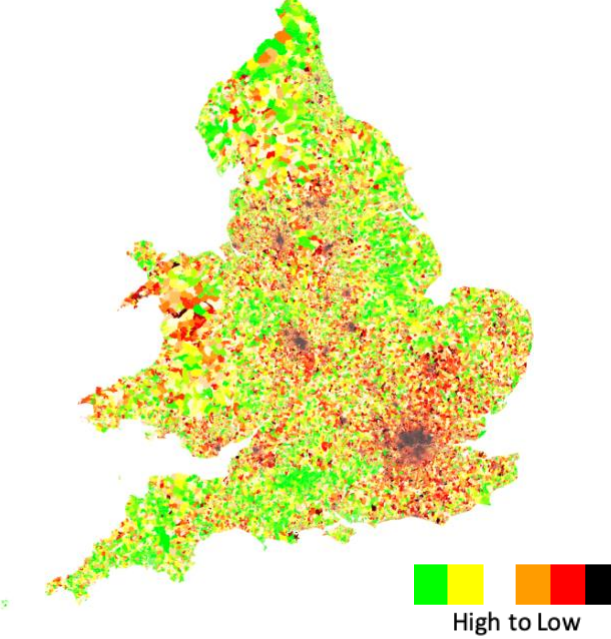
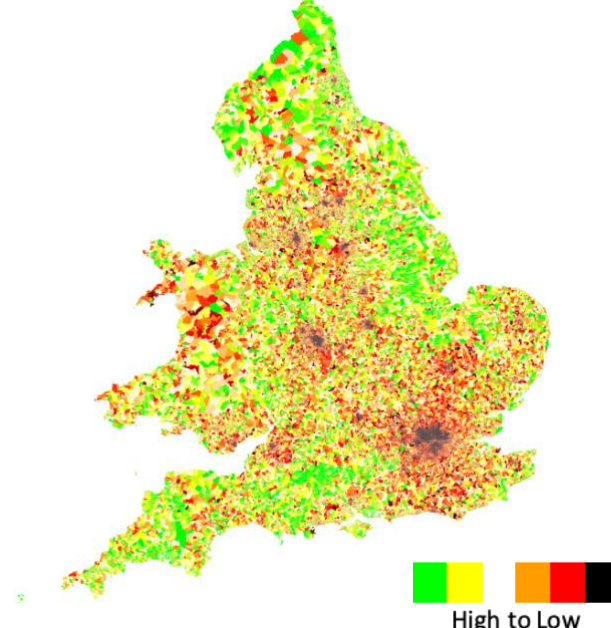
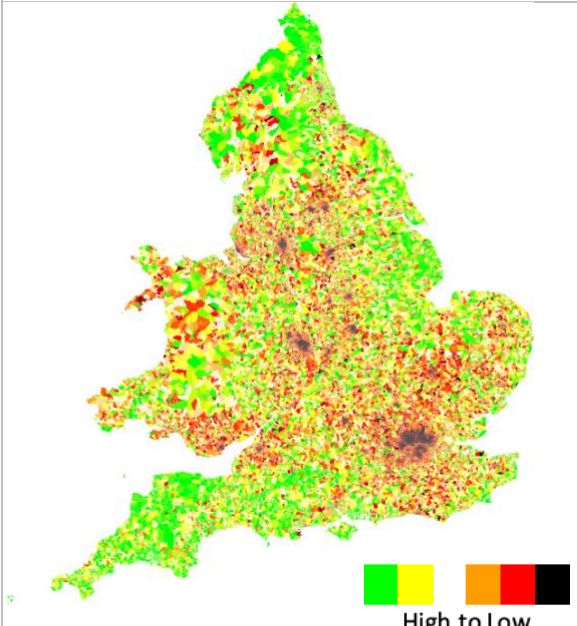
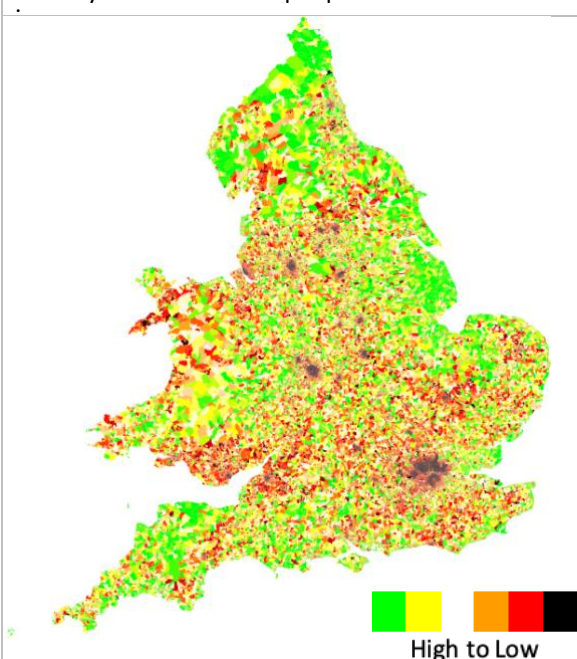


Data Set	<b>GeoSociety: Armed Forces</b>			
<b>MM Code</b>	80000 series	<b>Methodology</b>	MM SAE	<b>Latest version</b> 15/02/2020
<b>Description</b>	A set of models that show which locations are interested in Armed Forces issues, broken down into specific topics.			
<b>Geography</b>	UK (England, Wales, Scotland, Northern Ireland)			
<b>Uses</b>	Marketing, sales, insurance pricing, reporting. Not when subject to race discrimination legislation (refer to MM)			
<b>GDPR status</b>	Not Individual Personalised Data. No Individual Personalised Data used to produce it.			
<b>Source data</b>	UK Government Petitions 2017-2019	<b>Predictor data</b>	Full MM 2011 set	
<b>Key (1)</b>	Output Areas 2011			
<b>Data (5)</b>	Values of interest in each topic (modelled across UK and within each Home Country), percentile of UK interest (1 low to 100 high), and the rank (1 lowest interest to 60 highest) of each topic against the other topics.  GeoSociety predictors have also been added to the GeoPredictor datasets.			
<b>Formats</b>	Data can be provided per theme, topic, data value or in total.			
<b>Data values</b>	For interpretation and use of GeoSociety data values refer to Data Sheet 80000: GeoSociety Data.			
<b>OA11 key</b>	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001: Postcode to OA11.			
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<b>B001</b>	<b>Care for Armed Forces Personnel</b>
Identify locations where people are interested in the care for people in the Armed Forces.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• To make the Military Covenant legal and into Law</li> <li>• Extend the HM Forces Railcard scheme to include all UK Veterans</li> <li>• Make the UK Armed Forces pensions tax free</li> <li>• For all suicides by Veterans to be recorded as Veterans by all UK Coroners</li> </ul>

<b>B002</b>	<b>Support for Legal Protection of the Armed Forces</b>
Identify locations where people are interested in obtaining legal protection for the Armed Forces.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Introduce legal immunity for UK soldiers after a war or conflict ends</li> <li>• British Soldiers who served in N. Ireland must have immunity from prosecution</li> <li>• Immunity for soldiers who worked in Northern Ireland.</li> </ul>

<b>B003</b>	<b>Support UK Defence: Navy Procurement</b>
Identify locations where people are concerned about the Navy and its procurement process.	
 <p style="text-align: center;">High to Low</p>	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Freeze the £1bn RFA ship tender till we leave EU directives to ensure UK build.</li> <li>• Stop the cuts to the Royal Marines and the Royal Navy's amphibious assault ships</li> <li>• The Royal Fleet Auxiliary ships should be built in the UK</li> </ul>

<b>B004</b>	<b>Support UK Defence: Independent of EU</b>
Identify locations where people are interested in making sure the UK Defence is independent from the EU.	
 <p style="text-align: center;">High to Low</p>	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Ensure the UK leaves all EU defence rules policies and structures on 29/03/19.</li> <li>• Ban the EU flag from UK Armed Forces uniforms.</li> </ul>